

# **UTAH OFFICE OF TOURISM BOARD MEETING AGENDA**

**Wednesday, August 11, 2021 –10:30 am to 11:30 am**

**Ogden Eccles Conference Center, Executive Room 100  
2415 Washington Blvd, Ogden, UT 84401**

1. Welcome & Introductions: Lance Syrett, Chair - 10:30 am
2. Approval of Minutes: Lance Syrett, Chair - 10:40 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:45 am
4. Co-op Committee Recommendations and Board Vote for Awarding \$4,449,560 to Cooperative Marketing Applicants and \$200,000 for Forever Mighty Cooperative Program Applicants - Kym Buttschardt, Co-op Committee Chair, Board of Tourism Development - 11:00 am
5. Announcements/Upcoming Events – Board and Public - 11:25 am

**Meeting adjourned**

**The next board meeting will be held on September 10th in Bryce Canyon City.**

## **Red Emerald Strategic Plan Imperatives**

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness